

## Message Text

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SUBJ: DENMARK/PEOPLES REPUBLIC OF CHINA (PRC) TRADE: TRADE PROMO-  
TION EFFORTS IN 1978

SUMMARY: IN 1978 DANES WILL PAY CLOSE ATTENTION TO THE  
DEVELOPMENT OF THE PRC MARKET FOR DANISH EXPORTS. A  
SERIES OF TRADE PROMOTION PROGRAMS WILL BE IMPLEMENTED,  
INCLUDING A VISIT TO PRC BY THE DANISH MINISTER FOR  
PUBLIC WORKS, MR. KJELD OLESEN. MR. OLESEN'S VISIT WILL  
BE FOLLOWED UP BY A DANISH BUSINESS DELEGATION VISIT TO  
PRC AND DANISH PARTICIPATION IN PRC TRADE SHOWS. END  
SUMMARY.

1. IN 1978 DENMARK WILL MAKE A CONCENTRATED PROMOTION  
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EFFORT IN THE PRC AIMED AT A MARKET EXPANSION OF DENMARK/  
PRC TRADE. ACCORDING TO THE DANISH BUSINESS DAILY  
"BORSEN", THE PROGRAMS SO FAR PLANNED ARE AS OUTLINED  
BELOW:

A. AT THE END OF APRIL, THE DANISH MINISTER FOR PUBLIC  
WORKS, MR. KJELD OLESEN, RETURNS A VISIT TO THE PRC  
MINISTER FOR COMMUNICATION, YEH FEI, DURING HIS

STAY, MR. OLESEN WILL ALSO HAVE DISCUSSIONS WITH THE PRC MINISTER FOR FOREIGN TRADE, LI CHIANG. THE DIRECTOR GENERAL OF DANISH P&T, MR. POUL HANSEN, WILL ACCOMPANY MR. OLESEN WITH THE GOAL OF ESTABLISHING CONTACTS WITH PRC GOVERNMENT OFFICIALS INVOLVED IN THE DEVELOPMENT OF THE PRC ELECTRONICS INDUSTRY, THUS ESTABLISHING THE BASE FOR A BUSINESS DELEGATION VISIT AT THE END OF JUNE.

B. IN CONNECTION WITH MR. OLESEN'S VISIT, THE DANISH/PRC MIXED COMMITTEE WILL HOLD A SERIES OF MEETINGS IN THE PRC TO DISCUSS TRADE AND OTHER ECONOMIC ISSUES. THE DANISH TEAM WILL BE HEADED BY AMBASSADOR HANS J. CHRISTENSEN, CHIEF OF THE EAST/WEST TRADE OFFICE UNDER THE FOREIGN MINISTRY.

C. DANISH IMPORTERS WILL VISIT THE CANTON TRADE SHOW FROM APRIL 15 TO MAY 15, 1978.

D. AT THE END OF JUNE A DANISH BUSINESS DELEGATION WILL FOLLOW UP ON MR. OLESEN'S VISIT. THE DELEGATION WILL CONSIST OF LEADING INDUSTRIALISTS FROM THE SHIPBUILDING, AGRICULTURAL MACHINERY, AND ELECTRONICS INDUSTRIES.

E. DANES ARE PLANNING AN OFFSHORE SYMPOSIUM IN THE PRC TO TAKE PLACE AT THE END OF 1978. THIS IS A RETURN OF A VISIT BY A PRC DELEGATION TO DENMARK IN 1976.

F. DANISH MANUFACTURERS OF AGRICULTURAL MACHINERY AND EQUIPMENT WILL APPEAR AT THE AGRICULTURAL MACHINERY SHOW IN PEKING FROM OCTOBER 20 TO NOVEMBER 3, 1978.

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2. DANISH/PRC TRADE ACCOUNTS FOR LESS THAN 0.2 PERCENT OF TOTAL DANISH TRADE. SINCE 1971 DENMARK HAS ACCUMULATED A DEFICIT OF AROUND \$75 MILLION IN THIS. WITH THE NEWLY ADOPTED PRC ECONOMIC AND TECHNICAL DEVELOPMENT PROGRAM, DANES HOPE TO WIPE OUT THIS DEFICIT. DANISH IMPORTS FROM PRC ARE CONCENTRATED IN THE AREAS OF FRUIT AND VEGETABLES, ANIMAL/VEGETABLE RAW MATERIALS, CHEMICALS, YARN AND TEXTILES AND WEARING APPAREL, WHILE DANISH EXPORTS TO THE PRC PRIMARILY CONSIST OF CHEMICALS, MACHINERY AND

EQUIPMENT, INSTRUMENTS AND SHIPS.

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